



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency/T-Code  
Buyer  
Salesperson

Pol/Critz M/D/Con/PA (12930)  
Luc, Inc. (2895)/867768541  
MILLS,AMY  
Telerep/Atlanta, Atlanta (1044)  
ph: (555) 555-5555

Invoice 640413  
Inv Date 10/28/2012  
Terms Net 30  
Contract 324485  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

AgM

Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)  
Acct Types National/Political  
Est/Headline /06256119  
Demo  
Revision  
Comments 2431

2431

\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:22:45PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.1	Contract Line Remarks:	<b>NEWS 6-7A/1</b>							
	Spot	5:59:04AM-Channel	Per week (2), Mo,Tu,We,Th,Fr	10/08/12 6:13AM (Mo)	00:30	Channel 11 News 6am	MC0612H	\$795.00	
	Spot	5:59:04AM-Channel	Per week (2), Mo,Tu,We,Th,Fr	10/09/12 6:12AM (Tu)	00:30	Channel 11 News 6am	MC0612H	\$795.00	
2.1	Contract Line Remarks:	<b>TODAY 7-8A/2</b>							
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/08/12 7:59AM (Mo)	00:30	Today Show	MC0612H	\$620.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/11/12 7:58AM (Th)	00:30	Today Show	MC0612H	\$620.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/12/12 7:30AM (Fr)	00:30	Today Show	MC0612H	\$620.00	
3.1	Contract Line Remarks:	<b>TODAY 8A-9A/3</b>							
	Spot	8:00:00AM- 9:00:00	Per week (1), Mo,Tu,We,Th,Fr	10/12/12 8:35AM (Fr)	00:30	Today Show	MC0612H	\$570.00	
4.1	Contract Line Remarks:	<b>TODAY 9-10A/4</b>							
	Spot	9:00:04AM-Today Si	Per week (2), Mo,Tu,We,Th,Fr	10/09/12 9:57AM (Tu)	00:30	TODAY SHOW 9A	MC0612H	\$395.00	
	Spot	9:00:04AM-Today Si	Per week (2), Mo,Tu,We,Th,Fr	10/10/12 9:57AM (We)	00:30	TODAY SHOW 9A	MC0612H	\$395.00	
5.0	Contract Line Remarks:	<b>NEWS 8-1030A/5</b>							
	Spot	8:00:00AM-10:30:00	Day,Sa-1	10/13/12 10:23AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	MC0512H	\$370.00	
6.0	Contract Line Remarks:	<b>NEWS 530-8A/6</b>							
	Spot	5:30:00AM- 8:00:00	Day,Su-1	10/14/12 6:11AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC0612H	\$345.00	
7.0	Contract Line Remarks:	<b>NEWS 8A-10A/7</b>							
	Spot	8:00:00AM-10:00:00	Day,Su-1	10/14/12 8:20AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC0612H	\$370.00	
8.1	Contract Line Remarks:	<b>ELLEN/8</b>							
	Spot	10:00:04AM-Ellen	Per week (3), Mo,Tu,We,Th,Fr	10/10/12 10:28AM (We)	00:30	Ellen	MC0512H	\$345.00	
	Spot	10:00:04AM-Ellen	Per week (3), Mo,Tu,We,Th,Fr	10/11/12 10:21AM (Th)	00:30	Ellen	MC0512H	\$345.00	
8.1	Spot			10/09/12			1 preempt @ \$345.00	\$0.00	Marked as Did not Air
9.1	Contract Line Remarks:	<b>NOON NEWS/9</b>							
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/08/12 12:12PM (Mo)	00:30	Channel 11 News At Noon	MC0512H	\$370.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/09/12 12:23PM (Tu)	00:30	Channel 11 News At Noon	MC0612H	\$370.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/11/12 12:29PM (Th)	00:30	Channel 11 News At Noon	MC0612H	\$370.00	
10.1	Contract Line Remarks:	<b>DAYS OUR LIVES/10</b>							
	Spot	2:58:04PM-Days Of	Per week (1), Mo,Tu,We,Th,Fr	10/08/12 3:45PM (Mo)	00:30	Days Of Our Lives	MC0612H	\$495.00	
11.1	Contract Line Remarks:	<b>JUDY 4-430P/11</b>							
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo,Tu,We,Th,Fr	10/08/12 4:25PM (Mo)	00:30	JUDGE JUDY 4P	MC0612H	\$395.00	
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo,Tu,We,Th,Fr	10/12/12 4:18PM (Fr)	00:30	JUDGE JUDY 4P	MC0612H	\$395.00	
12.0	Spot			10/09/12			1 preempt @ \$495.00	\$0.00	Advertiser Instructions
12.0	Spot			10/11/12			1 preempt @ \$495.00	\$0.00	No Avail
13.1	Contract Line Remarks:	<b>NEWS 5-530P/13</b>							
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo,Tu,We,Th,Fr	10/08/12 5:27PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$795.00	
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo,Tu,We,Th,Fr	10/10/12 5:24PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$795.00	
14.1	Contract Line Remarks:	<b>NEWS 530-6P/14</b>							
	Spot	5:30:00PM- 6:00:00	Per week (2), Mo,Tu,We,Th,Fr	10/08/12 5:44PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0612H	\$795.00	
	Spot	5:30:00PM- 6:00:00	Per week (2), Mo,Tu,We,Th,Fr	10/09/12 5:56PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC0512H	\$795.00	



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## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
15.1	Contract Line Remarks:	<b>NWES 6-630P/15</b>							
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/08/12 6:14PM (Mo)	00:30	Channel 11 News At 6pm M-F	MC0512H	\$995.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/09/12 6:24PM (Tu)	00:30	Channel 11 News At 6pm M-F	MC0612H	\$995.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo, Tu, We, Th, Fr	10/12/12 6:13PM (Fr)	00:30	Channel 11 News At 6pm M-F	MC0612H	\$995.00	
16.0	Contract Line Remarks:	<b>NEWS 6-630P/16</b>							
	Spot	6:00:04PM-CHANNE	Day, Su-1	10/14/12 6:23PM (Su)	00:30	CHANNEL 11 NEWS	MC0512H	\$670.00	
17.1	Contract Line Remarks:	<b>JEOP 7-730P/17</b>							
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 7:25PM (Tu)	00:30	Jeopardy	MC0612H	\$1645.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/11/12 7:06PM (Th)	00:30	Jeopardy	MC0612H	\$1645.00	
18.1	Contract Line Remarks:	<b>WHEEL 730P/18</b>							
	Spot	7:30:04PM-WHEEL	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 7:48PM (Mo)	00:30	Wheel Of Fortune	MC0612H	\$1645.00	
	Spot	7:30:04PM-WHEEL	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 7:46PM (Tu)	00:30	Wheel Of Fortune	MC0512H	\$1645.00	
19.0	Spot			10/13/12			1 preempt @ \$670.00	\$0.00	Marked as Did not Air
20.0	Contract Line Remarks:	<b>HOLD FOR JEOP 730-8P/</b>							
	Spot	7:30:00PM- 8:00:00	Day, Sa-1	10/13/12 7:39PM (Sa)	00:30	Hines Ward Show 730-8P	MC0612H	\$570.00	
21.1	Contract Line Remarks:	<b>LATE NEWS/21</b>							
	Spot	10:59:34PM-CHANNE	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 11:12PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	MC0612H	\$1995.00	
	Spot	10:59:34PM-CHANNE	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 11:23PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	MC0612H	\$1995.00	
22.1	Contract Line Remarks:	<b>TONIGHT/22</b>							
	Spot	11:34:34PM-TONIGH	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 12:29AM (Mo)	00:30	Tonight Show	MC0512H	\$670.00	
	Spot	11:34:34PM-TONIGH	Per week (2), Mo, Tu, We, Th, Fr	10/11/12 11:58PM (Th)	00:30	Tonight Show	MC0512H	\$670.00	
23.0	Contract Line Remarks:	<b>SAT NITE LIVE/23</b>							
	Spot	11:29:34PM-NBC SAT	Day, Sa-1	10/13/12 12:46AM (Sa)	00:30	NBC SATURDAY NIGHT LIVE	MC0512H	\$1195.00	
24.1	Contract Line Remarks:	<b>JUDGE JUDY 430-5P/12</b>							
	Spot	4:29:19PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/08/12 4:55PM (Mo)	00:30	JUDGE JUDY 430P	MC0512H	\$495.00	M/G For 12.0.1
	Spot	4:29:19PM-Judge Ju	Per week (2), Mo, Tu, We, Th, Fr	10/09/12 4:55PM (Tu)	00:30	JUDGE JUDY 430P	MC0612H	\$495.00	M/G For 12.0.1
25.0	Contract Line Remarks:	<b>ELLEN/8</b>							
	Spot	10:00:00AM-11:00:00	Per week (1), Fr	10/12/12 10:47AM (Fr)	00:30	Ellen	MC0512H	\$345.00	M/G For 8.1.1
26.0	Spot	5:00:00AM- 5:30:00	Day, Su-1	10/14/12 5:14AM (Su)	00:30	Jerome Bettis 5-530A	MC0612H	\$0.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$30,825.00	Total Spots	41
Commission	(\$4,623.75)		
Net Total	\$26,201.25		